

ABSTRACT

APPARATUS AND METHOD FOR PROVIDING PRICING HINTS
DURING AN ON-LINE AUCTION

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An apparatus and method for providing assistance to a participant in an on-line auction is disclosed. The assistance is based upon selection of a bid advisor program. The bid advisor program offers a choice of three different types of pricing data derived from three different data bases--an historical data base, a current price offering data base, a market value data base. Once the participant selects the type of pricing hint desired, an algorithm searches the appropriate data base for the closest match on pricing and displays the suggested price. When the participant selects a price, the bid is placed and the bid assistant program either goes to another bid or is closed.

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